

Growth & Development of Cultural and Heritage Tourism in Uttar Pradesh-Challenges and Opportunities

Mansoor Ilahi

Research Scholar,

Department of Commerce

Aligarh Muslim University (AMU), Aligarh,

Email: mansoor12388@gmail.com

Phone No. 09548809434

ABSTRACT

Tourism is the world largest and fastest growing industry. It is an invisible export, which earns valuable foreign exchange without any significant or tangible loss of physical resources. It is a source of revenue and employment. Today, Travel and tourism has become the largest employment generating industry, it touches not only the economic fabric of the society but also has significant impact on social norms and moral values. Cultural and Heritage tourism is a branch of tourism oriented towards the cultural heritage of the location where tourism is occurring India is a country with great potential for tourism, although in India tourism is yet to achieve its full potential but over the years it has made significant strides. It is contributing about 6.8 per cent to the GDP directly and indirectly Uttar Pradesh (UP) is one of the prominent tourist destinations in India where cultural and heritage tourism is having abundance potentials, it's a state in northern India, bestowed with a variety of geographical land and cultural diversities. The state is one of the most ancient cradles of Indian culture and lies largely in the plains formed by the Ganges and Yamuna rivers. Uttar Pradesh has possibly one of the largest numbers of tourist-worthy spots in any State in India. The state is not only important for the domestic tourists, it is also famed for being on the World Tourist Map owing to the presence of the Taj Mahal, considered to be one of the Wonders of the World as well as a UNESCO World Heritage Site. Additionally, it draws a large number of tourists to a host of other locations for religious purposes, heritage monuments, historical importance, or wildlife as well as its proximity to other important tourist destination states like Rajasthan, Delhi and Uttarakhand provides it a competitive advantage. In context of Uttar Pradesh, overall picture of cultural and heritage tourism cannot be said to be satisfactory, there have been lukewarm approach with regard to identification of heritage sites especially in rural areas. The issue of development of tourist infrastructure and tourism business from cultural and heritage tourism have not been so impressive, the major reasons being the ignorance and lack of proper information with regard to heritage sites, with the identification of heritage sites and its consequent impact on tourism business, a plethora of opportunities can be created including additional employment for rural youth, earning handsome amount of foreign exchange and improving upon the living standard of people residing in surrounding areas. The present study will try to take a synoptical view of challenges as well as assess the growth and opportunities of cultural and heritage tourism in Uttar Pradesh.

Keywords- Travel and Tourism, Cultural and Heritage Tourism, Uttar Pradesh, Destination, Heritage Sites,

Introduction:

As per the International Union of Official Travel Organization (IUOTO), now called as World Tourism Organization (WTO), has defined tourist as a temporary visitor staying for at least 24 hours in a country visited when the purpose of the journey can be classified under one of the following headings -

- a) Leisure: - recreation, holiday, health, study of religion and sports or
- b) Business, family, mission meetings.

As per the IASET and Tourism Society of Cardiff in 1981, "Tourism may be defined in terms of particular activities selected by choice and undertaken outside the home environment. Tourism may or may not involve overnight stay away from home."

Herman Von Schullard, An American Economist, defined it as, "The sum of the total operations, mainly of an economic nature which directly relates to the entry, stay and movement of foreigners inside and outside a certain country, city or region."

According to Tourism Society in Britain, "Tourism is the temporary short-term movement of people to destination outside the place where they normally live and work and their activities during the stay at their destinations, includes movement for all purposes, as well as day visit or excursions".

All the above definitions bring out the following distinct features of tourism.

- (a) Involvement of a mobile population of travelers who are stranger to the place they visit.
- (b) Their stay is of a temporary nature in the area visited.
- (c) It is essentially a pleasure and recreational activity.
- (d) Their stay is not connected with any remunerated activity or an activity involving earnings.

WTO has taken the concept of „tourism“ beyond a stereo type image of „holiday making“. The official accepted definition in the report is: "Tourism comprises the activities of persons travelling to and staying in places outside their usual environment not for leisure, business and other purposes".

WTO has classified three types of tourism-

- a) **Domestic Tourism:** It consists of residents visiting within their own country. No formalities are required in this kind of travel.
- b) **Inbound Tourism:** Comprises non- residents travelling into a country of their choice.
- c) **Outbound Tourism:** Comprises residents of a nation travelling out to foreign country.

These three basic forms of tourism can be in turn being combined to derive three categories of tourism.

a) Internal Tourism: This comprises domestic and inbound tourism.

b) National Tourism: domestic and outbound tourism.

c) International Tourism: inbound and outbound tourism

Tourism has been pivotal in social progress as well as an important vehicle of widening socioeconomic and cultural contacts throughout human history. A wide array of interests -

entertainment, sports, religion, culture, adventure, education, health and business - drives

tourism. With the advancement of transport, communication and improvement in general

economic well being the demand for tourism has increased concomitantly. Tourism facilitates business contacts, widens markets and helps diffusion of growth impulses across territories to promote broad based employment and income generation. Investment in tourist infrastructure adds to economic growth, catalyses generation of income and employment, which in turn, leads to further growth in demand for tourism and stimulates subsequent rounds of investment in a virtuous circle. Tourist expenditure generates multiple effects with extensive outreach along its value chain.

Adding to the demand for a variety of goods and services, tourism offers potential to exploit

Synergies across a large number of sectors such as agriculture, horticulture, poultry,

handicrafts, transport, construction - the sectors, where growth of income has favorable

impact on poverty alleviation.

Tourism is a service industry; therefore, there are inherent challenges with service marketing that affect how the tourism product is communicated to the consumer public. According to Williams (2006), tourism and hospitality have become key global economic activities as expectations with regard to our use of leisure time have evolved, attributing greater meaning to our free time. This results in marketing having potentially greater importance in tourism than in other industries but sadly potential that is not always fulfilled (Morgan and Pritchard 2002). Williams (2006) believes that a major reason for such unfulfilled potential lies in most tourism marketing focusing on the destination or outlet (in other words the products being offered) and lacking focus on the consumer. Therefore, while Tourism Boards may already use a number of planned and controlled marketing activities.

With the dawn of 21st century, tourism has emerged as one of the biggest and the most promising industry of the future. The growth of international tourism has been exceptionally phenomenal since 1980's. Tourism employs 10.6 percent of the global work force; contributes 10.2 percent to world's GDP; generates revenues of \$ 685 billion; and is the largest industry account for 10.7 percent of capital investment at global level and 6.9 percent of all government spending. The future projections by the World Tourism Organization (WTO) and World Travel & Tourism Council (WTTC) are reasonably impressive. It is projected that by year 2020 there will be 1.6 billion international tourist

arrivals worldwide and they will be spending about \$ 2000 billion. Importantly, between 1995 and 2005, 144 million new jobs would have been created in this sector and 112 million jobs will be created in Asia Pacific Region alone.

The growth of international tourism was slow in the first part of the century, rapid in the later part and phenomenal since 1980. In 1950, the total arrival was only 25 million generating receipts of \$ 2.1 billion. The absolute number of arrivals multiplied two and a half times between 1960's and 1970's and thereafter, it has almost doubled every decade. The receipts from tourism have grown even faster, \$ 18 billion in 1970 to \$ 105 billion in 1980. In 2000, the arrivals reached 698 million with a total international tourism receipt of \$ 476 billion. Over the past 15 years, international tourism receipts have grown 1.5 percent faster than world GDP. Besides, in 1998 international tourism accounted for an estimated 8 percent of the world's total export earnings and 37 percent of exports in the services sector. International tourism receipts and passenger transport amounted to more than \$ 504 billion, putting it ahead of all other categories of international

The combined effects of major expenditures on investments in infrastructure and the associated influx of visitors mean that tourism can have significant impacts, both positive and negative, on an economy, on its culture, and on the environment (Brown, 1998). In practice, the dominant motive for the development of tourism is economic (improvements in employment, incomes and exports), but the very process of developing tourism will impose costs elsewhere. If governmental and non-governmental organizations are to make sensible and rational decisions with respect to the current and future development of tourism, they must have reliable information on its costs and benefits (Fletcher, 1989). Without such information, there is the risk that significant investment opportunities may be missed, that key infrastructure developments may be starved of funds, or that developments may take the wrong form or take place in the wrong location.

Tourism is a world-wide global industry which has a high progress rate such that UNWTO's Vision forecasts that international arrivals are expected to reach over 1.56 billion by the year 2020, which were 842 million in 2006 (World Tourism Organization). Cultural heritage tourism is also, increasingly being used as a tool to stimulate regional development in rural and urban areas (New Zealand Tourism Research, 2007). In September 2002, World Tourism Organization executive Luigi Cabrini told a gathering in Belgium that "cultural tourism is growing faster than most other tourism segments and at a higher rate than tourism worldwide." (Parker, 2007). Actually spotlighting the arts, culture, history and heritage to stimulate tourists is nothing new, particularly in Europe and because travelers were becoming more and more interested in opportunities to learn about places through their art and history, cultural tourism consistently grows. Since tourism is nowadays used to stimulate regional development, cultural and heritage tourism is used for, both preservation of regions as well as economic development of the regions. Cultural tourism can be defined as the subset of tourism concerned with a country or region's culture and its customs. Cultural and heritage tourism generally focuses on communities who have unique customs, unique form of art and different social practices, which basically distinguishes it from other types/forms of culture. Cultural and heritage tourism includes tourism in urban areas, particularly historic or large cities and their cultural facilities such as museums and theatres. It can also include tourism in rural areas showcasing the traditions of indigenous cultural communities (i.e. festivals,

rituals), and their values and lifestyles. Preserving cultural heritage appears to be a key factor in economic policies supporting tourism development. It is a widely accepted fact that preservation of cultural heritage is important and it is also used as a tool for tourism product differentiation (Cuccia& Cellini, 2007:261). Cultural tourists as cited by Hughes (2002:164) are seen as “typically well educated, affluent and broadly travelled, [and] they generally represent a highly desirable type of upscale visitor”. . It is generally agreed that cultural tourists spend substantially more than standard tourists do. Cultural tourists are expecting different experiences from their vacations and these expectations are becoming more important day by day. During these experiences tourist can interact with three kinds of cultural attributes; the physical (e.g. built heritage), the general (the daily life of the host community) and the specific cultural activities of the host community (e.g. rituals and festivals).

Cultural and heritage tourism is developing continuously from very inception of modern tourism. Like any other type of tourism, it has many positive impacts for locals and business organizations. Travel trade has started to focus on this segment of tourists, which is quite large to justify the marketing investment directed to it. Marketing strategies, in contemporary times revolve around customers (i.e. heritage tourists in this case) and their satisfaction.

Heritage and culture have no boundaries. It exists in its very nascent form in the way we live, the way we attire ourselves, the way we eat, and the way we celebrate. Culture is one of the most important media that brings together people of different castes, creeds and status as well as different countries of the world, on one platform. It unites people with invisible strings. Culture and heritage is represented in the form of social life as an apparatus of collective activity evolved by man amongst human realities The following distinct characteristics of cultural-heritage tourism emerge:

- 1) Cultural-heritage tourism is a delightful special interest activity of travelling,
- 2) Curiosity and thirst for knowledge are crucial in cultural-heritage tourism, travelling without which can never be accounted for cultural tourism
- 3) Not only past, but contemporary lifestyle etc., are also important components of cultural-heritage tourism.
- 4) Cultural-heritage tourism is a deliberate, serious and systematic cognitive pursuit.
- 5) In cultural-heritage tourism, visit to a tourist destination attraction is not *en passant*, the visit is always purposeful
- .6) There is an extra pull in cultural-heritage tourism to entice tourists to make the most of their leisure time.
- 7) Cultural-heritage tourism is a measure to learn and spread ideas, thoughts and facts about different cultures with sagacity.
- 8) Cultural-heritage tourism is connected with articles of faith and places and common or occasional occurrences.

Objectives of the Study:

1. To highlight the challenges faced by cultural and heritage tourism in Uttar Pradesh.,

2. To highlight the opportunities for growth and development of cultural and heritage tourism in Uttar Pradesh

Significance of Cultural and Heritage Tourism in Uttar Pradesh:

Uttar Pradesh remains as one of the greatest attractions for tourists and state has tremendous potential for future tourism development. Moreover, tourism as a socio-economic activity that involves a variety of services and deals basically with human beings moving from one place to another for different motivation to fulfill varied objectives. There are a number of cultural & heritage tourism destinations both tangible and intangible including shrines, Dargahs, memorials, temples, fairs, festivals in the state of Uttar Pradesh, which attracts potential tourists and explorers, to be more specific, it has been endowed by the nature and history with a complete package of both natural and man-made cultural and heritage resources which it can offer to the world.

Geographically, Uttar Pradesh is bound by Nepal on the north, Himachal Pradesh on the northwest, Haryana on the west, Rajasthan on the southwest, Madhya Pradesh on the south and south-west and Bihar on the east. Situated between 23° 52' N and 31° 28' N latitudes and 77° 3' and 84° 39'E longitudes, this is the fourth largest state in terms of area in the country. Uttar Pradesh, being popular for its historical monuments and places of religious significance, is known as the heartland of India. Uttar Pradesh has untapped tourists potential and attracts tourists from all over the world for its heritage, religious history, wildlife and ecosystem. Moreover, it is also blessed with the presence of TajMahal, one of the Seven Wonders of the World. According to previous year tourism statistics, Uttar Pradesh is ranked 2nd in domestic tourist visits and 4th in foreign tourist visits among various states of India. Uttar Pradesh is divided into seventy-five districts under eighteen divisions. Districts are administered by District Magistrates, and divisions are administered by Divisional Commissioners. Lucknow, the capital of the state, constitutes the Lucknow district. Other districts are further divided into administrative units such as subdivisions and blocks, administered by SDO and BDO, respectively. The Panchayati Raj has a three-tier structure in the state. The atomic unit is called a Gram Panchayat, which is the Panchayat organization for a collection of villages. The block-level organizations are called Panchayat Samiti, and the district-level organizations are named Zilla Parishad. Uttar Pradesh had been the fountainhead of the civilization, the leader of knowledge and epitome of philosophy & spirituality which has designated it a unique and special recognition all over the world. The country was called a "Golden Sparrow" and had always attracted the businessmen, plunderers and seekers of knowledge. Over the centuries many civilizations have mingled into the Indian soil and has made it a unique land of 'unity in diversity'.

The state of Uttar Pradesh is one of the most fascinating states of the Union of India, the state of Uttar Pradesh offers immense tourism delights and an endless array of attractions, to the visitors in the state by way of its rich and varied topography, vibrant culture and captivating festivities, monuments and ancient places of worship. Agra, Ayodhya, Sarnath, Varanasi, Lucknow, Mathura and Prayag (Allahabad) combine religious and architectural marvels. The state tourism department is the nodal agency for looking after the tourism related activities under the ministry of Tourism, Government of Uttar Pradesh. It is working for providing economic benefits to the local population and enhancement of employment opportunities by improving and diversifying the tourism product base, with focus on heritage, adventure, religious and monument based travel. It is implementing programs to increase the visitation,

promote investment in the tourism industry by increasing revenue per visitor through superior visitor profile and providing better infrastructural facilities and value addition to the tourism product.

In 2002, the foreign exchange earnings for the state were Rs. 28390 million which increased to Rs. 50344 in the year 2005. (Malviya, 2008) According to the AC Nielsen ORG-MARG—Collection of Tourism Statistics for the State of Uttar Pradesh report (UP Tourism Statistics), the total number of tourists visiting the State of Uttar Pradesh for the period of April 2005– March 2006 was 17.8 million. Out of this, 4.5 million were domestic overnight visitors, 0.5 million foreign overnight visitors and 12.8 million were day tourists. Domestic overnight visitors spent 8.3 million bed nights and foreign overnight visitors spent 0.97 million bed nights in this period at various accommodation units in the state. Taking a holistic view, major heads of expenditure for the visitors to the destination were accommodation services, food and beverage services as well as transport equipment rentals. The glaring anomaly to be noted over here is that despite its rich cultural heritage and high potential for tourism, the growth of tourism in the state of Uttar Pradesh has not been very significant (UP Tourism Statistics). This anomaly and the various underlying factors responsible for it are the focus of our study.

Review of Existing Literature:

Chawla and Jain (2017) in their study “Problems and Prospects of Tourism Industry in India – With Special Reference to Uttar Pradesh” has marked numerous potentials of Uttar Pradesh State which are capable of attracting worldwide tourists and has also focused upon the opportunities that are available in forms of jobs and self-employment. The study has focused upon both problems as well as the prospects of tourism in the state. The study also highlights the percepts that are mostly supportive to attract tourism despite of numerous factors that affects feasibility of visiting the state.

FCCI and MRSS India (2016) prepared a report on, “Uttar Pradesh: Changing Perspective”, This report offers a fact about perspective of tourism in Uttar Pradesh by broadcasting about the vast & steamy history and its temples and holy places for inbound tourism capacity. This report also highlights the drawbacks for attracting more tourists and visitors in the state. This report also highlights the factors which are responsible for the growth and development of tourism in the state and the steps and measures taken by the state government to facilitate the visitors.

Shankar (2015) in his paper “Impact of Heritage Tourism in India- A Case Study” has made an attempt to probe the scope of heritage tourism in India. He has mentioned that heritage tourism is considered as one of the sector’s that shall propel growth, contribute in foreign exchange, enhance employability and result in community development .He has suggested that government should encourage private enterprises to promote heritage tourism in various less popular areas and for developing heritage tourism in such areas. The author has further suggested that to develop a strategic marketing plan for tourism, one has to understand the target customer their needs and wants and how to match it with our country’s heritage tourist infrastructure.

Ahmad and Rao (2015) in their paper have tried to examine the impact of tourist satisfaction and perceived value of destination on future behavioral intention of the tourist. In their paper they have analyzed the primary data collected from foreign and domestic tourists and have used exploratory factor analysis(EFA),component factor analysis(CFA) and regression

analysis for analyzing the collected data and have concluded that tourist satisfaction and perceived value have significant impact on future behavioral intention.

Sandeep and Vinod (2014) in their study have reviewed that socio-cultural impacts of tourism and have observed that tourism is a multi-disciplinary and complex phenomenon which has been investigated from various perspectives of social science including sociology. The researchers have made an attempt to investigate the socio-cultural and sociological impacts of contacts between tourists from developed nations on the host of developing countries.

Vethirajan and Nagavalli (2014) in ‘‘Trends and Growth of Tourism Sector in India –A research Perspective ‘have recognized tourism as one of the largest service industry in terms of gross revenue and foreign exchange earnings. The authors have tried to underline the role of tourism in fostering economic development of a country and its contribution in creating greater employment opportunities. The authors have further suggested that tourism sector has the capacity to stimulate other economic sectors through its backward and forward linkages and cross -sectional synergies with sectors like agriculture, horticulture poultry, handicraft, transport, construction and so on.

Singh, Kundu and Dhankhar (2014) in ‘‘ Sustainable Tourism Development at World Heritage Sites : A Study of Agra(Uttar Pradesh)’’ have examined the community opinion on management and development of sustainable tourism at Agra to assess the community participation in sustainable tourism development, the researchers have concluded by finding that Agra is a very important destination for international and domestic visitors and the visitors were fully satisfied with existing management and development of this heritage site, they have also suggested that lacking of local community participation for sustainable tourism development, planning and management in world heritage site of Agra is an area of concern. They have further suggested that community participants should take leading role for establishing a participatory framework to develop sustainable tourism in the area.

Sharma (2014) in ‘‘Lucknow: A Walk through History’’ has highlighted the importance of cultural heritage of Lucknow in its very essence of the city. She has mentioned that it is a city which has still kept the Ganga-Jamuni Tehzeeb close to its bosom as a mother keeps her most beloved child, she has further elaborated that culture is not just in its architecture but in its every nook and corner, it’s there in its language, attire, food, folk lore, music and the life of its people. She has also suggested that synchronized efforts which include stepping up the infrastructure level and posting the city favorably through promotional campaigns along with efforts which should be taken to create the city as a heritage zone.

Joshi(2014) in ‘‘Influence of Indian Cultural Heritage on World’’ has examined both the positive and negative impact of cultural heritage tourism on socio-cultural, physical and economic aspects of Indian society. The study has tried to recognize the impact of cultural heritage tourism and its impact on surrounding regions. Lastly the paper has put forth a summary of conclusions and recommendations on how the impact of cultural tourism heritage can be increased on a positive mode and its negative impacts can be restricted, so that its benefit is equally enjoyed by contemporary and future generations of society.

Hasan and Obaid (2014) in Heritage Tourism Marketing: Status, Prospects & Barriers’’ have observed that heritage tourism marketing plays a significant role to attract tourists in

heritage destinations and well planned marketing of these destinations is a primary requirement to attract both foreign and domestic tourists. They have mentioned that there are some barriers which can impede successful heritage tourism marketing, prominent among them are lack of coordination among stake holders, insufficient funding and providing less importance to the need of tourists. They have also suggested by developing creative promotional program, coordination among relevant stake holders, conservation and protection of heritage sites and active participation of both private and public sector are necessary to implement active tourism marketing.

Bhatia (2013) in SWOT Analysis of Indian Tourism Industry'' has made an attempt to underline the importance of tourism as a leisure activity of masses. She has stated that today people travel to international destinations to break the regular monotony of life and they are mainly attracted by either the scenic beauty of its nature or by fascinating leisure, sports and adventurous activities offered by the destination, further an attempt has been made by the researcher to analyze the strength, weakness, opportunities and threats of Indian tourism industry so that the same can be utilized to increase its foreign foot falls.

Yadav(2013) in his doctoral thesis has traced the transition of Lucknow's tourism from the view point of stake holders perspective and has discussed the holistic tourism potential of Lucknow and suggested a guideline to conceptualize, brand and promote the holistic Lucknow that has developed due to the transition in the cultural fabric of Lucknow. The researcher has suggested a host of measures like promoting innovation in cultural and heritage tourism, facelifting of heritage sites, creating awareness among youth, creating SIT (special interest tourism) opportunities tapping the cosmopolitan outcome of the transition, regularizing the literary festivals, organizing mass host orientation program, creating a tourism calendar, improving bureaucratic setups and promoting MICE from stake holders perspective.

Chowdhary and Aggarwal (2012) in ''Tourist Satisfaction and Management of Heritage Sites in Amritsar'' have highlighted the level of tourist satisfaction, which refers to the emotional state of tourists after exposure experience, as per authors it is the post purchase evaluative judgment and is the outcome of customer's needs, wants and expectations throughout the product life, resulting in subsequent repurchase and loyalty. The authors have observed that the interest of visitors in heritage sites has been increasing all over the world gradually and with this the tourists are becoming more demanding which has made it pertinent on the part of heritage destination planners to provide maximum satisfaction to the visitors. The paper has strived to find out the attributes which need immediate attention on the part of heritage destination planners.

Challenges faced by Cultural and Heritage Tourism in Uttar Pradesh:

The state is blessed with diversified range for tourism offerings which includes explicit holy and cultural hot spots such as Goverdhan, Vrindavan, Mathura – the janamsthal of Lord Krishna, Vindyanchal range – the land blessed with grace of Vindyasani Devi, Ayodhya – the birth place of Lord Rama, Varanasi – the land of Baba Vishwanath. Also the state comprises of some paramount point of disembarkation bridged to the mortals of Lord Buddha – Kushinagar, Sankisa, Kapilavastu, Kaushambi, Shravasti and Sarnath. Apart from these holy places the state is also blessed with one and only habituated land of wanderer namely ''The

Taj Mahal” which is also world heritage arc named by UNESCO. The state if also graced with the manifold exclusive biodiversity of fauna and flora with peculiar environment of Dudhwa Natioanl park within the Terai area of the state. Having gifted with national animal – tiger and rhinoceros with single horn is also the peculiarity of Dudhwa national park in the state which is the only park other than the Kaziranga Nationa Park situated in Assam. The Dudhwa National Park of the state is the solitary place having within itself – the hog deer, swamp deer, barking deer, sambhar deer and spotted deer – the 5 species of the deer. The Uttar Pradesh Culture Arc is also getting appreciation allround the country which was introduced by the branch of tourism which comprises of hubs of tourism viz. Varanasi, Agra and Lucknow. By way of providing a gamut of heritage tourism assets, religious and cultural arc it is bound that the tourism will tempt to increase as it represents the true soul of the state. Just as the diversity of its geography, same is the cuisine of the state, which is also one of the peculiar things about the state. The state is also famous for its special cooking style – the food to be cooked on slow fire – the Dumpukht a genre of Awadhi. The state also comprises the exquisiteness for tourism offerings viz. the legacy of musicians, drama/dance handicrafts and rich textiles and of course the world famous hub of brass art wares of Moradabad but inspite of offering so much peculiarity, the cultural and heritage tourism is facing numerous challenges which is acting as a impediment in its overall growth and development.s

Some of the glaring challenges which the industry is facing are discussed below so as to have a comprehensive understanding of it.

Deficient/Lack of sufficient infrastructure on distinct tourist places has always been a major challenge before the tourism industry in the state of Uttar Pradesh.

Deficient/Lack air, road and rail transportation connectivity to manifold tourist places has restricted the growth of tourism sector in Uttar Pradesh.

Deficient accessibility to hotel rooms has been a significant challenge before the industry planners in Uttar Pradesh.

Deficiency or unavailability of specialized or skilled workers/manpower is also a cause of concern for the tourism sector in Uttar Pradesh.

Scarcity of caliber and sanitized outlets for food and restaurants at tourist places is also a major challenge before the tourism sector in Uttar Pradesh. Deficient facility for sanitized and hygienic toilets at tourist/public places prevents the tourists from visiting the state of Uttar Pradesh. No management for tourists at religious sites/destinations is also a cause of concern. Heritage sites/destinations lack conservation facilities because of which they are in dilapidated condition. Deficiency of trained and certified guides for tourists. Lack of proper and effective security measures at heritage sites/destinations also is a challenging concern.

Opportunities before the Cultural and Heritage Tourism in Uttar Pradesh:

As commonly said, that the efforts should be strived for turning adversities into opportunities, therefore attempts should be made to create opportunities from the existing challenges. Efforts have been made to enlist few strengthen measures that can turn out to be opportunities for the cultural and heritage tourism in Uttar Pradesh.

Strengthening of air transportation system:

With the increasing number of international tourists in Agra, Varanasi, Allahabad, Ayodhya, Mathura, Kushinagar, Naimisharayan, Lucknow, Jhansi, Moradabad, Gorakhpur etc, there is growing requirement for new international airports, which will lead to development and strengthening of air transportation system which will increase the tourist foot fall in Uttar Pradesh as high connectivity through airports will enable more tourists to visit the state.

Strengthening of road transportation system:

All tourist places where there is deficient road transportation can be connected by ring roads, further infrastructural the development in national and state highway networks will upgrade the road transportation system, which has the potential to attract a large number of tourists to the state.

Strengthening of bus services:

Tourist luxury coaches for major destination /places can be introduced with the adjoining hands of private bus service providers and UP state road transportation corporation for encouraging more tourists to the state and introduction of hip-offs and hip-on bus services can be done.

Strengthening of railway transportation:

With the coordination and help of Indian railways efforts can be made to make higher availability of superfast trains at various tourist specific destinations/places and more stoppages can be made available for the tourists who arrive from NCR and other local places.

Strengthening of accommodation Services:

With the coordination of public and private sector undertakings there is an opportunity for the development of wayside amenities to overcome the shortage of accommodation services in and around the diverse tourist destination/places.

Strengthening of cultural and adventurous tourism:

The regions of Vindhyan range, Terai region and Bundelkhand has the potential for adventure tourism which can be developed and can become an added source of attraction for tourism across domestic region. Further the fairs and 'Mahotsava' organized in almost all the regions of the state which represents the local cultural heritage has got tremendous potential to boost tourism industry in Uttar Pradesh, provided the same is developed and marketed as per the international standards.

Strengthening and promotion of handloom, powerloom and handicrafts industry:

Vast opportunities for development of cultural and heritage tourism lies in the untapped handloom, powerloom and handicrafts industry of Uttar Pradesh which can boost tourism as well generate revenue for the state. Many regions of the state like Varansai, Azamgarh, Mau, Tanda (Ambedkar Nagar), Gorakhpur, Barabanki, Sitapur, Bhadohi, Merrut, Moradabad, Saharanpur etc are having a strong base of indigenous handloom, powerloom and handicraft industry which depicts the local culture and heritage. Efforts can be made to develop their infrastructure and promote their products at national and international levels; which can be done by the active participation of the public and private sector involving local population.

Conclusion:

It is evident from the findings that heritage tourism is supposed to be an economic indicator and it is responsible for growth in employment and other regional developments. But as tourism grows on a wider scale, it can lead to some negative impacts. For better tourism development efforts need to be made for a planned development where the local community is given due attention.

Uttar Pradesh occupies a considerable position in the beautiful tourist resorts of the country. It has been fascinating the tourists since long, for its scenic splendor, natural beauty, and colorful cultural heritage and vast and rich treasures of history. Thus it is evident from the above analysis and discussion that Uttar Pradesh has got the rich cultural blend of the various variables that are important for the promotion of the cultural tourism in the region as it also possess the touristic appeal for these cultural variables. Where we lack is the updated adequate infrastructure, valuable information, proper planning, effective marketing measures, immediate preservation and skilled & vocational education, so all the above mentioned drawbacks are immediately required to be addressed in order to promote Uttar Pradesh as an effective cultural tourist destination.

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